



CYNTHIA A. HARDING, M.P.H.  
Interim Director

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November 18, 2014

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

37 of November 18, 2014

*Sachi A. Hamai*  
SACHI A. HAMAI  
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL TO EXECUTE A MASTER AGREEMENT WORK ORDER WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC. FOR THE PROVISION OF TEMPORARY PERSONNEL SERVICES TO SUPPORT THE EARLY CHILDHOOD OBESITY PREVENTION INITIATIVE EFFECTIVE JANUARY 1, 2015 THROUGH JUNE 30, 2016**

**SUBJECT**

Request approval to execute a Master Agreement Work Order with Public Health Foundation Enterprises, Inc. for the provision of temporary personnel services to support the Department of Public Health Division of Chronic Disease and Injury Prevention’s Early Childhood Obesity Prevention Initiative.

**IT IS RECOMMENDED THAT THE BOARD:**

Authorize and instruct the Interim Director of the Department of Public Health (DPH), or her designee, to execute a Master Agreement Work Order (MAWO), substantially similar to Exhibit I, with Public Health Foundation Enterprises, Inc. for the provision of temporary personnel services for DPH’s Division of Chronic Disease and Injury Prevention (DCDIP) to support the Early Childhood Obesity Prevention Initiative (ECOPI), effective January 1, 2015 through June 30, 2016, at a total maximum obligation of \$3,449,351, 100 percent offset by funding from the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA).

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of the recommendation will permit DPH to execute a MAWO to support 25 contract personnel who will support the ECOPI project. ECOPI is a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the

nearly one million Los Angeles County children ages 0-5 and their families. ECOPI is overseen through a collaborative effort between DCDIP and DPH's Maternal Child and Adolescent Health (MCAH) Program, and consists of three major interventions implemented Countywide. The interventions, which consist of a partnership between a broad range of county and community-based partners, are: 1) Choose Health LA Kids – an intensive, community-based public education and skills-building campaign by DCDIP to increase communities' capacities to

promote healthy eating and active living practices; 2) Choose Health LA Moms - MCAH's provision of nutrition, physical activity, and stress management resources offered through individual and organizational channels to support women's postpartum health; and 3) Reducing Obesity in Child Care Settings – aimed at improving nutrition and physical activity policies and practices in child care providers throughout Los Angeles County.

On December 14, 2012, your Board was notified that DPH was exercising delegated authority to execute a MAWO to support 22 contract personnel for DPH's Reducing Early Childhood Obesity in Los Angeles County project. A recent staffing assessment identified a gap in staff dedicated to certain areas of intervention evaluation and the restaurant program. For this reason, DPH DCDIP is requesting an additional three temporary contract personnel to address this gap. DPH requires these 25 temporary contract personnel to meet each of First 5 LA's grant timelines and deliverables so that future grant funds are not jeopardized. These personnel provide coordination, nutrition, physical activity, and other specialized programmatic services that are of a professional, technical, and/or temporary nature that will contribute to DPH's efforts to prevent childhood obesity among children under five years of age.

The positions provided under the MAWO are: one Initiative Director, one Project Director, one Assistant Project Director, four Program Analysts, one Food Industry Liaison, one Restaurant Program Coordinator, one HealthCare Liaison, one Legal Policy Analyst, three Health Educators, one Office Manager, one Finance Supervisor, two Fiscal Analysts, one Implementation Scientist, one Research Analyst, two part-time Project Assistants, one Communications Coordinator, one Communications Assistant, and one Graphic Artist.

In 2012, DPH anticipated that First 5 LA funds would continue beyond the term of the current four year award and recommended that your Board approve 30 new County positions in excess of that which is provided for in the DPH staffing ordinance pursuant to Section 6.06.020 of the County Code, subject to allocation by the CEO. However, DPH recently learned that First 5 LA is unlikely to enter into a new agreement with the County to continue these services. DPH will no longer pursue the 30 County positions and therefore is recommending that a new temporary personnel MAWO be executed for the remaining 18 months of this grant term, now scheduled to end June 30, 2016.

### **Implementation of Strategic Plan Goals**

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

### **FISCAL IMPACT/FINANCING**

The total maximum obligation for this MAWO is \$3,449,351; 100 percent offset by First 5 LA grant funds.

There is no net County cost associated with this action. Funding is included in DPH's fiscal year (FY)

2014-15 Final Adopted Budget and will be included in future FYs, as necessary.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On October 19, 2010, your Board approved execution of Master Agreements with seven agencies for the provision of temporary personnel services and delegated authority to the Director of DPH, or his designee, to execute work orders under the Master Agreements with the following criteria for each work order: a) \$399,999 or less annually, DPH will notify your Board of the work order once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to your Board and, unless otherwise instructed, will execute the work order; and c) \$700,000 or more annually, DPH will return to your Board for approval.

On July 31, 2012, your Board delegated authority to the Director of DPH to execute a MAWO for the provision of temporary personnel services for the Reducing Childhood Obesity in Los Angeles Project, effective date of execution through January 31, 2014 at a total maximum obligation not to exceed \$4,260,000, contingent upon the availability of First 5 LA grant funds. On December 14, 2012, the Director of DPH notified your Board that he was exercising this delegated authority to execute a MAWO with Public Health Foundation Enterprises, Inc. (PHFE) in the amount of \$2,513,480, for the term of December 26, 2012 through January 31, 2014.

On November 5, 2013, your Board authorized the Director of DPH to amend the MAWO with PHFE to extend the term for an additional 11 month period effective February 1, 2014 through December 31, 2014, at a revised total maximum obligation of \$4,259,982, 100 percent offset by funding from First 5 LA.

Exhibit I is the MAWO approved by County Counsel.

### **CONTRACTING PROCESS**

On September 29, 2014, DPH issued a work order solicitation to the seven Master Agreement contractors for temporary personnel services (25 positions) to support the ECOPI project. Work order bids were due October 27, 2014 and one (1) was received. The successful Bidder, Public Health Foundation Enterprises, Inc. met all the requirements and submitted the lowest cost bid.

### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

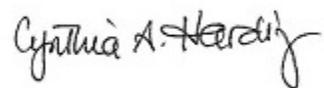
Approval of the recommended action will allow DPH to continue its efforts to prevent childhood obesity among Los Angeles County children under five years of age and their families.

The Honorable Board of Supervisors

11/18/2014

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Respectfully submitted,

A handwritten signature in black ink that reads "Cynthia A. Harding". The signature is written in a cursive style with a large, looped initial "C".

Cynthia A. Harding, M.P.H.

Interim Director

CAH:er

Enclosures

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH

MASTER AGREEMENT WORK ORDER  
FOR  
TEMPORARY PERSONNEL SERVICES

PUBLIC HEALTH FOUNDATION ENTERPRISES, INC.

This Master Agreement Work Order and Attachments made and entered into this 1st day of January, 2015 by and between the County of Los Angeles, Department of Public Health (DPH), hereinafter referred to as County and Public Health Foundation Enterprises, Inc., hereinafter referred to as Contractor. Contractor is located at 12801 Crossroads Parkway South, Suite 200, City of Industry, California 91746-3505.

RECITALS

WHEREAS, on November 1, 2010 the County of Los Angeles and Contractor, entered into Master Agreement Number PH-001416 to provide temporary personnel services for DPH; and

WHEREAS, on December 1, 2011, County and Contractor entered into Amendment Number 1 to update Master Agreement Number PH-001416 with certain terms and conditions; and

WHEREAS, on September 23, 2013, County and Contractor entered into Amendment Number 2 to Master Agreement Number PH-001416 to revise the Business Associate Agreement under the Health Insurance Portability and Accountability Act of 1996 according to U.S. Department of Health and Human Services regulations; and

WHEREAS, Contractor submitted a response to Work Order Solicitation No. DCDIP007 released by the County for temporary personnel services; and

WHEREAS, Contractor is willing and able to provide the services described herein, in consideration of the payments under this Master Agreement Work Order (MAWO) and under the terms and conditions herein set forth; and

WHEREAS, all terms of the Master Agreement PH-001416 shall remain in full force and effect; and

NOW THEREFORE, in consideration of the mutual covenants contained herein, and for good and valuable consideration, the parties agree to the following:

## **1.0 APPLICABLE DOCUMENTS**

Attachments A, B, C-I, C-II, D, and E are attached to and form a part of this MAWO. In the event of any conflict or inconsistency in the definition or interpretation of any work, responsibility, schedule, or the contents or description of any task, deliverable, goods, service, or other work, or otherwise between the base Contract and the Attachments, or between Attachments, such conflict or inconsistency shall be resolved by giving precedence first to the Master Agreement, including any Amendments thereto, MAWO, and then to the Attachments according to the following priority.

### **Standard Attachments:**

- 1.1 Attachment A - Statement of Work
- 1.2 Attachment B - Statement of Work - Goals and Objectives
- 1.3 Attachments C-1 and C-II - Line Item Budgets
- 1.4 Attachment D - Certification of No Conflict of Interest
- 1.5 Attachment E - Certification of Employee Status

## **2.0 WORK**

Pursuant to the provisions of this work order, the Contractor shall fully perform, complete and deliver on time, all tasks, deliverables, services and other work as set forth in Attachment A, Statement of Work, and Attachment B, Statement of Work - Goals and Objectives, and shall constitute the complete and exclusive statement of understanding between the parties, which supersedes all previous agreements, written or oral, and all communications between the parties relating to the subject matter of this work order.

## **3.0 TERM OF MASTER AGREEMENT WORK ORDER**

- 3.1 The term of this MAWO shall commence on January 1, 2015 and continue in full force and effect through June 30, 2016, unless sooner terminated or extended, in whole or in part, as provided in this MAWO.

## **4.0 CONTRACT RATES - PERSONNEL**

Contractor shall provide the personnel in the specified job classifications at the specified rates in Attachments C-1 and C-II, Line Item Budgets. Contractor shall

not add or replace specified personnel without the prior written permission of the County Project Director or his designee.

## **5.0 CONTRACTOR BUDGET AND EXPENDITURES REDUCTION FLEXIBILITY**

In order for County to maintain flexibility with regards to budget and expenditure reductions, Contractor agrees that Director may cancel this MAWO, without cause, upon the giving of ten (10) calendar day's written notice to Contractor. In the alternative to cancellation, Director may, consistent with federal, State, and/or County budget reductions, renegotiate the scope/description of work, maximum obligation, and budget of this MAWO via written Amendment. To implement such, an Amendment to the MAWO shall be prepared by Director and executed by the Contractor and by the Director pursuant to Master Agreement, Paragraph 8.0, Standard Terms and Conditions, sub-paragraph 8.1.5.

## **6.0 FUNDING SOURCE**

Provision of services under this MAWO for Early Childhood Obesity Prevention Initiative (ECOPI) is 100 percent offset by the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA).

## **7.0 MAXIMUM TOTAL COST AND PAYMENT**

7.1 The Maximum Total Cost that County will pay Contractor for all Services to be provided under this MAWO for ECOPI shall not exceed the amount of Three Million Four Hundred Forty-Nine Thousand Three Hundred Fifty-One Dollars (\$3,449,351) for the period of performance commencing January 1, 2015 through June 30, 2016 unless otherwise revised or amended under the terms of this MAWO.

7.2 County agrees to compensate Contractor in accordance with the payment structure as set forth in Attachments C-1 and C-II, Line Item Budgets attached hereto and incorporated herein by reference.

7.3 Contractor shall satisfactorily perform and complete all required Services in accordance with Attachment A, Statement of Work, notwithstanding the fact that total payment from County shall not exceed the Total Maximum Amount. Performance of services as used in this Paragraph includes time spent performing any of the service activities designated in the Attachment(s) including, but not limited to, any time spent on the preparation for such activities.

- 7.4 All invoices submitted by Contractor for payment must be submitted monthly for approval to the County Project Manager, or her designee; no later than thirty (30) calendar days after month end.
- 7.5 Upon expiration or prior termination of this MAWO, Contractor shall submit to County Project Manager, within thirty (30) calendar days, any outstanding and/or final invoice(s) for processing and payment. Contractor's failure to submit any outstanding and/or final invoices to the County Project Manager within the specified period described above shall constitute Contractor's waiver to receive payment for any outstanding and/or final invoices.
- 7.6 Contractor may request Director to modify the project budget. These requests will be reviewed and considered for approval if the Director determines that the requests are programmatically sound and fiscally appropriate. Additional budget modification instructions may be provided by County. The budget may only be modified after Contractor obtains the prior written approval of the Director. Retroactive budget modifications are not permitted. No modification shall increase the maximum total cost that County pays to Contractor as provided in Paragraph 7.1. Contractor may submit budget modification requests that seek to move funds within and between any budget categories. All budget modifications shall be incorporated into this MAWO by a written Change Notice executed by Contractor and the Director or designee.

## **8.0 CONFLICT OF INTEREST**

Contractor shall comply with all conflict of interest laws, ordinances, and regulations now in effect or hereafter to be enacted during the term of this MAWO, further described in Master Agreement, Paragraph 8.9 Conflict of Interest. Each of Contractor's Temporary Personnel staff assigned to this Work Order shall sign Attachment D, Certification of No Conflict of Interest form.

## **9.0 MANDATORY COMPLETION DATE**

Contractor shall provide all deliverables no later than the Completion Date identified in the Statement of Work-Goals and Objectives, Attachment B. The Contractor shall ensure all Services have been performed by such date.

## **10.0 SERVICES**

In accordance with Master Agreement Subparagraph 3.3, Contractor may not be paid for any task, deliverable, service, or other work that is not specified in this MAWO, and/or that utilizes personnel not specified in this MAWO, and/or that

exceeds the Total Maximum Amount of this MAWO, and/or that goes beyond the expiration date of this MAWO.

ALL TERMS OF THE MASTER AGREEMENT SHALL REMAIN IN FULL FORCE AND EFFECT. THE TERMS OF THE MASTER AGREEMENT SHALL GOVERN AND TAKE PRECEDENCE OVER ANY CONFLICTING TERMS AND/OR CONDITIONS IN THIS MAWO. NEITHER THE RATES NOR ANY OTHER SPECIFICATIONS IN THIS WORK ORDER ARE VALID OR BINDING IF THEY DO NOT COMPLY WITH THE TERMS AND CONDITIONS OF THE MASTER AGREEMENT. REGARDLESS OF ANY ORAL PROMISE MADE TO CONTRACTOR BY ANY COUNTY PERSONNEL WHATSOEVER.

COUNTY OF LOS ANGELES

By: \_\_\_\_\_  
Cynthia A. Harding, M.P.H.  
Interim Director

Date: \_\_\_\_\_

Public Health Foundation Enterprises, Inc.  
CONTRACTOR

Signed by : \_\_\_\_\_

Printed: \_\_\_\_\_

Title: \_\_\_\_\_

APPROVED AS TO FORM:  
BY THE OFFICE OF THE COUNTY  
COUNSEL

APPROVED AS TO CONTRACT  
ADMINISTRATION:

Department of Public Health

By \_\_\_\_\_  
Patricia Gibson, Chief  
Contracts and Grants Division

Rev 11.5.14.er

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
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INITIATIVE

MAWO No. PH-001416 W18

**1.0 DESCRIPTION OF SERVICES**

- 1.1 Contractor and Contractor's personnel providing services under this Master Agreement Work Order (MAWO), acknowledge they are to be used on a temporary or time-limited basis. Contractor's assigned personnel are subject to the benefits, discipline, termination, salaries, and all other personnel provisions, as applicable, of the Contracting agency. Additionally, the Department of Public Health (DPH) may terminate the use of any of Contractor's assigned temporary personnel immediately, when it is determined by the Director of DPH, or his designee, that it would be in the best interest of DPH and/or the County to do so.
- 1.2 The purpose of this project is to hire twenty-five (25) temporary staff positions for the Early Childhood Obesity Prevention Initiative (ECOPI) project to fulfill the grant requirements associated with a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the nearly one million Los Angeles County children ages 0-5 and their families.

**2.0 PROJECT TERM**

The term of the ECOPI MAWO shall commence January 1, 2015 through June 30, 2016, unless sooner terminated or extended, in whole or in part, as provided in the MAWO.

**3.0 COMPENSATION**

- 3.1 County agrees to compensate Contractor on a cost reimbursement basis as described in the Master Agreement, Paragraph 5.6, COST REIMBURSEMENT.
- 3.2 Contractor shall provide the personnel in the specified job classifications at the specified rates submitted in response to the WOS, Attachment C-I and C-II, Line Item Budgets. Contractor shall not add or replace specified personnel without the prior written permission of the County Project Director or his designee.

**4.0 QUALITY ASSURANCE PLAN**

- 4.1 The County will evaluate the Contractor's performance under this MAWO using the quality assurance procedures as defined in the Master Agreement, Paragraph 8.15, COUNTY'S QUALITY ASSURANCE PLAN.

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- 4.2 The County will evaluate Contractor's personnel performance under the resultant MAWO using the measures defined in Attachment B, Statement of Work – Goals and Objectives.

**5.0 RESPONSIBILITIES**

5.1 COUNTY

The County will administer the Contract according to Paragraph 6.0, ADMINISTRATION OF MASTER AGREEMENT - COUNTY.

5.2 CONTRACTOR

5.2.1 The Contractor will administer the Contract according to Master Agreement, Paragraph 7.0, ADMINISTRATION OF MASTER AGREEMENT – CONTRACTOR.

5.2.2 Pursuant to Master Agreement, Paragraph 7.5, BACKGROUND AND SECURITY INVESTIGATIONS, Contractor shall ensure that staff performing services under this MAWO shall undergo and pass a background and security investigation to the satisfaction of the County prior to hire and as a condition of continuing to perform services under this work order.

**6.0 SPECIFIC DESCRIPTION OF SERVICES - TEMPORARY PERSONNEL**

In order for DPH's Division of Chronic Disease and Injury Prevention (DCDIP) to meet project goals and objectives, Contractor's assigned temporary personnel must meet all the minimum qualifications as a condition of beginning and continuing work throughout the Project term.

In addition to the terms and conditions specified in Master Agreement, Paragraph 7.3, APPROVAL OF CONTRACTOR'S STAFF, Contractor must provide County with appropriate documentation (e.g., copies of all required certificates, insurance, background/medical clearances, etc.) for the assigned temporary personnel which clearly demonstrates that the minimum requirements specified in the MAWO have been satisfied prior to beginning and continuing services under the resultant MAWO. Such documentation shall include, if applicable, any of the specified desirable qualifications.

**6.1. Initiative Director (1.0 FTE)**

The Initiative Director will be responsible for ensuring all activities related to ECOPI are implemented to achieve the overarching objectives. This position provides

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programmatic, fiscal, and contractual oversight of the \$41 million dollar First 5 LA grant, including providing vision, technical assistance, and service standards to complete the scope of work for all project arms.

- 6.1.1 The duties of the Initiative Director include, but are not limited to:
- a. Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
  - b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices;
  - c. Direct the maintenance of a Steering Committee of key leaders to advise the Initiative;
  - d. Supervise communications with the media and other organizations;
  - e. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care,
  - f. Function as the primary contact to First 5 LA program officers and related staff;
  - g. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;
  - h. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and
  - i. Other duties as assigned by the Chief of Programs and Policy.

6.1.2 Minimum Qualifications:

- A minimum of four (4) years of senior management leadership in public health or in a related field;
- One year of highly responsible and complex administrative staff experience; and
- Valid California driver's license, proof of vehicle insurance, and/or ability to secure timely transportation for off-site travel to a variety of community sites throughout the region.

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6.1.3 Desirable Qualifications:

- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Experience in program planning, evaluation, and grant management;
- Ability to make effective presentations to both professional groups and the public;
- Excellent oral and written communication skills;
- Computer literate and skilled in use of Microsoft (MS) Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through; and
- Ability to train, motivate, and guide staff.

**6.2 Project Director (1.0 FTE)**

The Project Director will be responsible for ensuring all activities related to the Choose Health LA Kids arm of the Project are implemented to achieve the overarching objectives to complete the scope of work. This position provides programmatic, fiscal, and contractual oversight of the Choose Health LA Kids arm of the Project.

6.2.1 The duties of the Project Director include, but are not limited to:

- a. Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
- b. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners;
- c. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices;
- d. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts;
- e. Plan and convene key workshops, coalitions, and partnerships;
- f. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project;
- g. Supervise communications with the media and other organizations;

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- h. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;
- i. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and
- j. Other duties as assigned by Initiative Director.

6.2.2 Minimum Qualifications

- A minimum of four (4) years of senior management leadership in public health or in a related field;
- One year of highly responsible and complex administrative staff experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.2.3 Desirable Qualifications:

- Experience in program planning, evaluation, and grant management;
- Excellent networking and communication skills;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Ability to make effective presentations to both professional groups and the public;
- Knowledge of the health care system environment and restaurant industry;
- Understanding of marketing principles and traditional and social marketing practices;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through;
- Ability to train, motivate, and guide staff;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

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**6.3 Assistant Project Director (1.0 FTE)**

Under the direction of the Project Director, the Assistant Project Director will be responsible for assisting the Project Director by providing oversight and direction related to special projects under the community settings initiative.

6.3.1 The duties of the Assistant Project Director include, but are not limited to:

- a. Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management;
- b. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
- c. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals;
- d. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate;
- e. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs;
- f. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director;
- g. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS);
- h. Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc.;
- i. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations.; and
- j. Other duties as assigned by Project Director.

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6.3.2 Minimum Qualifications

- Four (4) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, program, procedure, budget, or personnel; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.3.3 Desirable Qualifications:

- Experience working in a government agency;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Excellent written and oral communication skills;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through;
- Ability to train, motivate, and guide staff;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.4 Program Analyst (4.0 FTE)**

The Project Director, the Program Analyst will manage the subcontractors funded under the Project. The Program Analyst will be responsible for assisting in the management of various Project community settings initiative activities including completing monthly reports. These positions will serve as technical experts, management consultants, and liaisons to subcontractors working towards accomplishing Project programmatic goals. These positions will coordinate collaborative efforts with funded partners, including convening and facilitating meetings, developing and implementing action plans, ensuring that project milestones are met, and working with key programs within DCDIP and other units in DPH.

6.4.1 The duties of the Program Analyst include, but are not limited to:

- a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners;

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- b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);
- c. Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project;
- d. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee;
- e. Assess data needs and provide local health data to First 5 LA funded partners;
- f. Develop resources and provide technical assistance to enhance collaboration with partners;
- g. Work with partners to identify technical assistance needs and ensure that needs are met; and
- h. Conduct other duties as assigned by Initiative Director and Project Director.

6.4.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.4.3 Desirable Qualifications:

- Ability to make effective presentations to both professional groups and the public;
- Ability to work independently and within a team environment to manage multiple work tasks in a timely manner;
- Excellent oral and written communication skills;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint)

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- Experience with contract management a plus; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.5 Food Industry Liaison (1.0 FTE)**

The Assistant Project Director, the Food Industry Liaison will work with staff to manage the healthy eating campaign among restaurants and affiliated associations to reduce exposure to negative food marketing and increase access to healthy foods.

6.5.1 The duties of the Food Industry Liaison include, but are not limited to:

- a. Develop and manage a voluntary County-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children;
- b. Develop relationships with restaurants and affiliated associations to encourage participation in the program;
- c. Provide technical assistance and training to restaurants and affiliated associations;
- d. Conduct meetings with high-level departmental, public, private and non-profit representatives to develop high-visibility partnerships;
- e. Prepare reports on program updates and progress towards objectives;
- f. Supervise the work of the Restaurant Program Coordinator; and
- g. Other duties as assigned by the Assistant Project Director.

6.5.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

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6.5.3 Desirable Qualifications

- Experience in program planning, evaluation, and grant management;
- Ability to make effective presentations to both professional groups and the public;
- Excellent oral and written communication skills;
- Ability to work independently and within a team environment and manage multiple work tasks in a timely manner;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Content expertise in food industry leaders(restaurants, food manufacturers), marketing and practices;
- Experience in policy development, adoption and/or implementation;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.6 Restaurant Program Coordinator (1.0 FTE)**

The Food Industry Liaison, the Restaurant Program Coordinator will be responsible for assisting the Food Industry Liaison to manage the healthy eating campaign among restaurants and affiliated associations to increase access to healthy foods for children ages 0 to 5.

6.6.1 The duties of the Restaurant Program Coordinator include, but are not limited to:

- a. Maintain updated knowledge and serve as a technical expert on program goals, objectives, and participation guidelines;
- b. Work with community, city, and business partners to encourage participation in the program;
- c. Conduct outreach activities among priority communities;
- d. Provide direct technical assistance to targeted groups including assisting restaurant operators with participation in the program;
- e. Maintain prospective and applicant data and track outreach activities to ensure timeliness of contact and follow-up with interested restaurant operators;
- f. Prepare reports on program updates and progress towards objectives;

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- g. Assist staff in convening workshops, coalitions, and partnership meetings;
- h. Assist in the development and delivery of presentations; and
- i. Conduct other duties as assigned by Assistant Project Director and Food Industry Liaison.

6.6.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH or equivalent experience may be substituted for a degree;
- Two years of experience in community outreach or education; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.6.3 Desirable Qualifications

- Knowledge of principles and techniques of individual and community-level communication, education, and outreach;
- Proven ability to communicate effectively with a wide variety of audiences and to tailor messages to those audiences;
- Demonstrated strong organizational and time management skills and the ability to initiate and problem solve;
- Bilingual English/Spanish;
- Preferred experience in food industry, service, sales, retail, or related field;
- Computer literate and skilled in use of use of MS Windows-based programs, including Microsoft (MS) Office (Word, Excel, PowerPoint) and Access; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.7 Health Care Liaison (1.0 FTE)**

The Health Care Liaison will be responsible for assisting in the development and implementation of healthcare provider childhood obesity case management (HPCOCM) under the community settings initiative.

6.7.1 The duties of the Health Care Liaison include, but are not limited to:

- a. Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as clinic policies, goals, and objectives;

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- b. Assist with the coordination, planning, development and monitoring of budgets for the program;
- c. Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts;
- d. Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by DCDIP or its partners;
- e. Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five;
- f. Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits;
- g. Represent DCDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies;
- h. Assist DCDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed;
- i. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed; and
- j. Other duties as assigned by the DCDIP Deputy Director.

6.7.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.7.3 Desirable Qualifications

- Excellent communication skills;
- Experience with developing and managing outreach for healthcare programs;

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- Health promotion and prevention track record;
- Experience working with healthcare professionals; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.8 Legal Policy Analyst (1.0 FTE)**

The Legal Policy Analyst will be responsible for providing guidance and implementation of efforts to decrease the promotion and marketing of unhealthy foods and beverages to children ages 0 to 5.

6.8.1 The duties of the Legal Policy Analyst include, but are not limited to:

- a. Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages;
- b. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations;
- c. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options;
- d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items; and
- e. Other duties as assigned by Assistant Project Director.

6.8.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.8.3 Desirable Qualifications

- Content expertise in public health practice and California local government;

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- Experience in program planning, evaluation, and grant management;
- Content expertise in food systems and built environment improvement strategies;
- Ability to make effective presentations to both professional groups and the public;
- Ability to work independently and within a team environment and manage multiple work tasks in a timely manner;
- Excellent oral and written communication skills; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

**6.9 Health Educator (3.0 FTE)**

The Health Educator will be responsible for outreach, implementation, and support of the program to reduce obesity among postpartum women. They will recruit and train community partners to promote and implement the program in their communities. Health Educators will work with staff to pilot the program with postpartum women and develop recommendations for improvement. They will develop resources for program participants, monitor and develop social media content, and coordinate activities with the other components of ECOPI/CHLA Moms.

6.9.1 The duties of the Health Educator include, but are not limited to:

- a. Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the CHLA Moms program;
- b. Implement the CHLA Moms program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues;
- c. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the CHLA Moms program and distributing educational and recruitment materials to CPSP staff for their clientele;
- d. Provide phone and email support to CHLA Moms participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions;
- e. Support a six month pilot of the CHLA Moms curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and

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questionnaires; develop summary reports and communicate findings for program improvement to lead staff;

- f. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis;
- g. Conduct professional literature reviews and prepare summaries;
- h. Update resource links on CHLA Moms web portal;
- i. Monitor and develop content for Facebook and Twitter accounts;
- j. Develop text messages that reinforce program messaging; and
- k. Other duties as assigned by the MCAH Choose Health CHLA Moms Project Manager.

6.9.2 Minimum Qualifications

- A Master's degree from a program of study accredited by the Council on Education for Public Health with specialization in Public Health Education, Community Health Education, or equivalent; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.9.3 Desirable Qualifications

- Ability to speak and read Spanish or other foreign language fluently;
- A minimum of two (2) years' experience planning, implementing, coordinating, and evaluating community health education programs;
- Knowledge of the combined impact of nutrition, physical activity, and stress on weight management;
- Excellent oral and written communication skills;
- Excellent interpersonal skills and the ability to work as part of an integral, dynamic team;
- Ability to work independently, think critically, possess excellent time management skills, and multitask;
- Comfortable speaking before groups and working with the public in a variety of settings including but not limited to meetings, professional conferences, and clinical settings such as hospitals and community clinics; and
- Proficient in MO (Word, Excel or Access, PowerPoint, and Publisher), texting, use of the Internet and social media including Facebook and Twitter.

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6.10 Office Manager (1.0 FTE)

The Office Manager will be responsible for providing secretarial support to the Initiative Director and supporting the administrative needs of the Project's community settings initiative, as well as other project components, as needed. This position is responsible for the day-to-day administrative operation of the project.

6.10.1 The duties of the Office Manager include, but are not limited to:

- a. Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests;
- b. Assist with data collection and management and entry of surveys;
- c. Assist with preparation of materials, reports, and/or presentations;
- d. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings;
- e. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills;
- f. Streamline procedures and create effective administrative systems;
- g. Manage multiple project demands and deadlines; and
- h. Other duties as assigned by Initiative Director.

6.10.2 Minimum Qualifications

- One year of highly responsible secretarial experience providing assistance to executive level staff and managing special projects or assignments; OR three (3) years of experience providing secretarial support to supervisors overseeing a unit or program; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.10.3 Desirable Qualifications

- Ability to work collaboratively with multidisciplinary professional, and partners both internally and externally;
- Ability to work in a professional manner and to maintain confidentiality and

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- security of documents and information; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

**6.11 Finance Supervisor (1.0 FTE)**

The Finance Supervisor will be responsible for planning, coordinating, and implementing the Project's community settings initiative financial and fiscal requirements to ensure compliance with applicable rules and regulations in accordance with DCDIP and County protocols, and all appropriate regulatory agencies.

6.11.1 The duties of the Finance Supervisor include, but are not limited to:

- a. Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight;
- b. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets;
- c. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the Division Finance Manager, DCDIP Management, and funder as necessary;
- d. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative;
- e. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation;
- f. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations;
- g. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date; and
- h. Other duties as assigned by DPH DCDIP Finance Manager.

6.11.2 Minimum Qualifications

- A Bachelor's Degree from a graduate school with specialization in Accounting, Business Management or Administration, or closely related field;
- Four (4) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, program, procedure, budget or personnel; and

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- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.11.3 Desirable Qualifications

- Master's degree in public administration, finance, or a related field;
- Experience in accounting and budget management;
- Experience in providing fiscal and administrative oversight to complex organizational structures;
- Experience with analyzing, monitoring, and modifying budgets and/or fiscal required supporting documents;
- Ability to pay close attention to detail; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

**6.12 Fiscal Analyst (2.0 FTE)**

The Fiscal Analysts will provide a full range of administrative and fiscal support and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and procedures, and budget. These positions analyze and make recommendations to troubleshoot a variety of operational and administrative problems related to contractor invoicing and purchasing processes, especially protocols with significant consequences in terms of cost and efficiency.

6.12.1 The duties of the Fiscal Analyst include, but are not limited to:

- a. Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative;
- b. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals;
- c. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place;
- d. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and maintain communication with DCDIP and DPH Finance Units;
- e. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date;

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and

- f. Other duties as assigned by DPH DCDIP Finance Manager.

6.12.2 Minimum Qualifications

- A Bachelor's degree from an accredited college or university;
- Three (3) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, systems and procedures, program, budget, or personnel, - one (1) year of which must have been analyzing, evaluating, preparing, and making recommendations for the solution of budgetary problems of a grant or a major segment of the budget of a large-sized project;
- Two (2) years of experience in managing assigned contracts including monitoring expenditures to ensure budgetary compliance, reviewing budget modifications, ensuring both accuracy and compliance with reporting data requirements, and approving invoices; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.12.3 Desirable Qualifications

- Ability to type, proof, and prepare correspondence with minimal supervision;
- Experience managing multiple project demands and deadlines;
- Computer literate and skilled in use of MS Windows-based programs including MS Office (Word, Excel, PowerPoint);
- Ability to work in a professional manner, with courtesy and tact, and maintain confidentiality and security of documents and information; and
- Ability to work collaboratively with multidisciplinary professionals and partners both internally and externally.

**6.13 Implementation Scientist (1.0 FTE)**

The Implementation Scientist will be responsible for planning, designing, conducting, and leading original research and evaluation related to the Project's community setting initiative including prevention effectiveness analysis and modeling, health forecasting, and program evaluation. This position will supervise junior staff member(s) in the DCDIP evaluation unit, as needed, including activities related to team performance and quality assurance/quality improvement.

- 6.13.1 The duties of the Implementation Scientist include, but are not limited to:

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- a. Train and supervise technical (e.g., master- and/or doctoral-level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project;
- b. Function as a science officer for CDIP programs related to research and evaluation of child obesity prevention programs;
- c. Supervise evaluation designs and data analyses to test research and/or evaluation hypotheses and the effects of the Project on population health;
- d. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified random sampling methods, various types of multivariable regression modeling for the purposes of health forecasting and impact assessments;
- e. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation; and
- f. Other duties as assigned by DCDIP Deputy Director.

6.13.2 Minimum Qualifications

- A Master's Degree from an accredited college or university -and five (5) years of experience as a program manager or supervisor of a community or clinical program;
- A Ph.D. or other doctoral degree from an accredited college or university with specialization in a field of behavioral science, health policy, public policy, experimental science, implementation science, social science, health services research or an equivalent discipline;
- Two (2) years of post-doctoral research experience or equivalent including experience related to the design, evaluation, and implementation of research projects in the above-mentioned or equivalent science field may be substituted for two (2) years of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.13.3 Desirable Qualifications

- Excellent communication and writing skills (writing samples may be requested);
- Peer-reviewed publication and grant writing track record;

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- Experience in SAS, Stata, and/or other implementation science analysis statistical software programming;
- Experience supervising comparative study designs and data analysis; and
- Experience leading comparison studies, including cost-benefit analysis, cost-effectiveness analysis, and implementation science or comparative effectiveness modeling techniques.

**6.14 Research Analyst (1.0 FTE)**

The Research Analyst will be responsible for supporting the program evaluation activities under the Project's community setting initiative including the development of qualitative and quantitative instruments; conducting data collection, analysis, and logic modeling activities; and selecting achievable process and outcome measures.

6.14.1 The duties of the Research Analyst include, but are not limited to:

- a. Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project;
- b. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis;
- c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;
- d. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS);
- e. Help maintain inventory of computer equipment and software licenses;
- f. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings;
- g. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis;
- h. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters;

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- i. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability; and
- j. Other duties as assigned by the Implementation Scientist.

6.14.2 Minimum Qualifications

- A Master's degree in a field of behavioral, public policy, health policy, public health, social sciences or equivalent, and one (1) year post master's research experience - OR - a Bachelor's degree in a field of the behavioral, public policy, health policy, public health, social sciences, or equivalent, and any combination of relevant education and/or experience totaling three (3) years;
- Excellent communication and writing skills (writing samples may be requested);
- Experience in Statistical Analysis System (SAS), Stata, and other statistical software programming;
- Experience in ArcView Geographic Information System (GIS)/mapping; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.14.3 Desirable Qualifications

- Experience in mixed methods (qualitative as well as quantitative designs);
- Experience in data entry, cleaning, and management of complex data; and
- Experience in data analysis.

**6.15 Project Assistant (2 PTE)**

The Project Assistant will be responsible for supporting the program evaluation activities under the Project's community setting initiative including helping the Implementation Scientist and Research Analyst in developing qualitative and quantitative instruments and completing data collection.

6.15.1 The duties of the Project Assistant include, but are not limited to:

- a. Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project;
- b. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management;

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- c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;
- d. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings; and
- e. Other duties as assigned by the Implementation Scientist.

6.15.2 Minimum Qualifications

- A Bachelor's degree in a field of the behavioral, public policy, health policy, public health, social sciences or equivalent, and one (1) year's post Bachelor's research/evaluation experience (enrollment in or experience as part of a Master's degree program in public health, public affairs or social science [e.g., M.P.H., M.P.P.] will count towards this minimum qualification);
- Excellent communication and writing skills;
- Experience in Excel, Access, Statistical Analysis System (SAS), Stata, and/or other statistical software programming; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.15.3 Desirable Qualifications

- Experience in data entry, cleaning, and management; and
- Experience in data analysis.

**6.16 Communications Coordinator (1.0 FTE)**

The Communications Coordinator will be responsible for overseeing the Project's media/communications scope of work that includes the day-to-day management of a media firm's scope of work and the monitoring of the grant communications deliverables for the Project.

6.16.1 The duties of the Communications Coordinator include, but are not limited to:

- a. Develop a strategic communications plan for grant deliverables, including a project management timeline;
- b. Manage the day-to-day work product timelines and deliverables with the media firm;

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- c. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media;
- d. Work closely with Division and Project management to respond to requests for information from the media regarding the Project;
- e. Review and approve grant materials pertaining to branding;
- f. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets;
- g. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences;
- h. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners;
- i. Evaluate the overall effectiveness of the grant's media program efforts; and
- j. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.16.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Five (5) to seven (7) years of experience in communications program planning, health communications program planning, public relations, media relations, media advocacy, or other marketing or advertising background; and
- Valid California driver's license, proof of vehicle insurance and reliable transportation or ability to secure timely transportation for off-site travel to a variety of community sites throughout the region.

6.16.3 Desirable Qualifications

- Experience managing large-scale media projects;
- Experience working in public health, government agency, or non-profit organization;
- Experience working on grant-funded projects;
- Ability to act with judgment, confidence and personal initiative and to work in a fast-paced and highly visible work environment;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint, Access) and experience with

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Adobe Design Suite (InDesign, Illustrator, Photoshop) experience a plus;  
and

- Bilingual (English/Spanish).

**6.17 Communications Assistant (1.0 FTE)**

The Communications Assistant will be responsible for supporting the grant communications objectives and supporting the Division Chief of Communications in the day-to-day oversight of grant print and graphics projects. Additionally, the Communications Assistant will manage social media and website updates in a timely manner to increase awareness of DPH's obesity prevention efforts.

6.17.1 The duties of the Communications Assistant include, but are not limited to:

- a. Support the development and implementation of a Countywide culturally-appropriate public education media campaign;
- b. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population;
- c. Develop a social media calendar and website content to disseminate key project messages;
- d. Assemble and coordinate production of publications/marketing materials for internal and external audiences;
- e. Assist in the development of monthly e-newsletters content;
- f. Provide technical assistance on media and communications efforts to Project staff;
- g. Assist in preparing reports for First 5 LA, DPH, and other partners;
- h. Prepare and communicate updates and project findings to key stakeholders;
- i. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant; and
- j. Other duties as assigned by the DPH DCDIP Chief of Communications.

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6.17.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Two years of experience in the field of health communications, communications program planning, public relations, media relations, or media advocacy either in a staff or volunteer/intern position; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.17.3 Desirable Qualifications

- Excellent writing, editing, proofing and overall communication skills;
- Knowledge of media production, communication and dissemination tactics and methods;
- Strong interpersonal skills and a commitment to relationship-building, both internally and externally;
- Ability to act with judgment, confidence and personal initiative; and be able to work in a fast-paced and highly visible work environment;
- Experience working in public health, government agency, non-profit organization;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint, Access) and experience with Adobe Design Suite (InDesign, Illustrator, Photoshop); and
- Bilingual (English/Spanish).

**6.18 Graphic Artist (1.0 FTE)**

The Graphic Artist will be responsible for the creation of the community settings initiative printed and online visual design including advertising, marketing, and communications. The Graphic Artist will have knowledge of video editing tools and will be well-versed in creating graphic design elements for grant-funded programs.

6.18.1 The duties of the Graphic Artist include, but are not limited to:

- a. Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH;
- b. Manage print projects from creative phase to development including coordination with print vendors through production;
- c. Create visual content for website and social media outreach;

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- d. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project; and
- e. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.18.2 Minimum Qualifications

- A minimum of two (2) years graphic design, web design and marketing in the preparation and production of manual and graphic art presentations: experience should be in graphic art procedures, layout and lettering, artwork preparation, graphic design, illustration, spot illustration, advertising design, and typography; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.18.3 Desirable Qualifications

- Ability to create high-quality original designs for print, web, and digital media;
- Fluent in current graphic design practices and software, such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe After Effects;
- Experience working in a public health, government agency or non-profit organization;
- Strong technical knowledge of how web-based technologies apply to web design such as HyperText Markup Language (HTML), Flash and Cascading Style Sheets (CSS) and WordPress;
- Team player with strong interpersonal skills and a commitment to relationship-building, both internally and externally;
- Superior communication, organization, and presentation skills;
- Ability to prioritize, organize, and coordinate work;
- Excellent oral and written communication skills; and
- Bilingual (English/Spanish).

7.0 HOURS/DAYS OF WORK

7.1 Work shift for all temporary personnel

- 7.1.1 All full time temporary personnel assigned to provide services shall be required to work 40 hours per week, and part-time temporary personnel assigned to provide services shall be required to work 20 hours per week, unless a flexible work schedule (e.g. 9/80) is approved by the County Program Director.

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7.1.2 All schedules require the prior written authorization of the County Work Order Director/Program Office, or his/her designee.

**8.0 WORK LOCATION**

Services described herein shall be provided at 3530 Wilshire Blvd. Suite 800, Los Angeles, CA 90010; 695 Vermont Ave., Los Angeles, CA 90005; and 600 S. Commonwealth Ave., Los Angeles, CA 90005 and/or according to a written authorization to telecommute or remote working arrangement as needed.

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MASTER AGREEMENT NUMBER: PH-001416

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WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>1 Contractor will recruit and hire 25 qualified temporary personnel staff (staff) to perform activities associated with the ECOPJ project. Attachment A, SOW, provides a detailed description of temp personnel needed.</p>	<p>a. Submit a hiring plan for DPH staff. Submit to DCDIP for approval.</p> <p>b. Prepare job descriptions with DPH input and recruit qualified candidates via websites, postings, email, DPH referrals etc. (DPH to participate in interviews and provide final approval of candidates) DPH to complete background checks.</p> <p>c. Hire staff, prepare and maintain personnel files.</p> <p>d. Staff will report to contractor, DCDIP and MCAH for new hire procedures and initial work orientation. Contractor ensures that new hire procedures are in accordance with County requirements and ensures that staff attends mandated County trainings.</p>	<p>Within five (5) days of notification of award notice and ongoing</p> <p>Within one month of execution of this agreement</p> <p>Upon hire through June 30, 2016</p> <p>Upon hire through June 30, 2016</p>	<p>a. Letter(s) of DPH approval and related material will be kept on file.</p> <p>b. Completed materials will be kept on file and results documented in monthly reports to DPH.</p> <p>c. Personnel files and timecard reports will be kept on file.</p> <p>d. Employee time records, new hire records and staff training records to be maintained on file with employer for review by DPH during audit and technical reviews.</p>

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MASTER AGREEMENT NUMBER: PH-001416 WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.

Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>1A Contractor will manage administrative functions and personnel procedures for staff associated with this work order.</p>	<p>a. Contractor will submit their personnel policies and procedures to DPH.</p> <p>b. Contractor will provide training regarding supervisory procedures, timekeeping, evaluation, disciplinary action, and other key components of supervising staff.</p> <p>c. Contractor will maintain and update employee files with all employment records and evaluations.</p> <p>d. Contractor will ensure annual evaluations for all staff are conducted by appropriate supervisor.</p> <p>e. Contractor will pay staff a minimum of twice a month and will provide a package of employee benefits including at a minimum, health and dental insurance coverage.</p> <p>f. Contractor will ensure out-of-town travel is pre-approved by both staff's supervisor and temporary personnel agency prior to submitting to DPH for reimbursement.</p> <p>g. Contractor will ensure mileage and parking reimbursement claim forms are reviewed and approved by applicable supervisor</p> <p>h. Contractor will provide vacation/holiday/sick time balances for each employee</p> <p>i. Contractor will invoice DPH 30 days in arrears for costs incurred related to the Work Order.</p>	<p>Within five (5) days of notification of award notice</p> <p>Upon hire through June 30, 2016</p> <p>Upon hire through June 30, 2016</p> <p>12 months after date of hire for all staff and annually thereafter</p> <p>Ongoing through June 30, 2016</p> <p>Ongoing through June 30, 2016</p> <p>Ongoing through June 30, 2016</p> <p>Monthly</p> <p>Monthly</p>	<p>a. Letter(s) of DPH approval and related material will be kept on file.</p> <p>b. Contractor will maintain training records.</p> <p>c. Contractor will maintain all employee files.</p> <p>d. Contractor will maintain all annual evaluations in employee files.</p> <p>e. A monthly report of payments will be submitted with detailed invoice on a monthly basis 30 days in arrears.</p> <p>f. Contractor will submit out-of-town travel requests to applicable supervisor and maintain documentation in employee files.</p> <p>g. Contractor will submit mileage and parking reimbursement claim forms to DPH on a monthly basis.</p> <p>h. Contractor will submit vacation/holiday/sick time balances to DPH on a monthly basis.</p> <p>i. Contractor invoices will be kept on file. Contractor will send hard copy and electronic PDF copy.</p>

**ATTACHMENT B**

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**CONTRACTOR NAME:** Public Health Foundation Enterprises, Inc.

**MASTER AGREEMENT NUMBER:** PH-001416      **WORK ORDER NUMBER:** W18

**WORK ORDER SOLICITATION NUMBER:** DCDIP007

**TERM:** January 1, 2015 – June 30, 2016

**CONTRACTOR'S RESPONSIBILITY:** Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.

Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<ul style="list-style-type: none"> <li>j. Contractor will comply with the annual requirements of the DPH administrative review.</li> <li>k. Contractor will submit a final invoice no later than 30 days after the end of the budget period.</li> </ul>	<p>Annually 30 days after end of the budget period</p>	<ul style="list-style-type: none"> <li>j. Contractor responses will be maintained in e-records in PDF format by DPH.</li> <li>k. DPH Financial Services Division (FSD) will maintain record of invoicing.</li> </ul>
<p>1B Assist with monitoring and compliance with ECOPI Project grant reporting requirements.</p>	<ul style="list-style-type: none"> <li>a. Assist DPH staff in collecting data needed for the project, including quarterly fiscal and administrative data, expenditures, hiring, number of FTEs, hours worked, and recruitment progress.</li> </ul>	<p>Ongoing through June 30, 2016</p>	<ul style="list-style-type: none"> <li>a. Completed materials will be kept on file and results documented in reports to DPH.</li> </ul>

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Temporary Positions	Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>2. Initiative Director, (1.0 FTE)</p> <p>The Initiative Director will be responsible for ensuring all activities related to ECOP) are implemented to achieve the overarching objectives. This position provides programmatic, fiscal, and contractual oversight of the First 5 LA grant, including providing vision, technical assistance, and service standards to complete the scope of work for all project arms.</p>	<p>a. Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</p> <p>b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices;</p> <p>c. Direct the maintenance of a Steering Committee of key leaders to advise the Initiative;</p> <p>d. Supervise communications with the media and other organizations;</p> <p>e. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care.</p> <p>f. Function as the primary contact to First 5 LA program officers and related staff;</p> <p>g. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;</p> <p>h. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and</p> <p>i. Other duties as assigned by the Chief of Programs and Policy.</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOP) statement of activities, interim progress reports, and performance evaluations.</p>	

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<p>3 Project Director, (1.0 FTE)</p> <p>The Project Director will be responsible for ensuring all activities related to the Choose Health LA Kids arm of the Project are implemented to achieve the overarching objectives to complete the scope of work. This position provides programmatic, fiscal, and contractual oversight of the Choose Health LA Kids arm of the Project.</p>	<p>a. Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</p> <p>b. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners;</p> <p>c. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices;</p> <p>d. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts;</p> <p>e. Plan and convene key workshops, coalitions, and partnerships;</p> <p>f. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project;</p> <p>g. Supervise communications with the media and other organizations.</p>	<p>Upon hire through June 30, 2016.</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	

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<p>Objectives</p>			
<p>4. Assistant Project Director, (1.0 FTE) The Assistant Project Director will be responsible for assisting the Project Director by providing oversight and direction related to special projects under the community settings initiative.</p>	<p>h. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;</p> <p>i. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and</p> <p>j. Other duties as assigned by Initiative Director.</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>
<p>a. Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management;</p> <p>b. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</p> <p>c. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals;</p> <p>d. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate;</p> <p>e. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs;</p> <p>f. Attend high-level agency meetings, and attend and preside</p>			

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<p>5 Program Analyst, (4.0 FTE)</p> <p>The Program Analyst will manage the subcontractors funded under the Project. The Program Analyst will be responsible for assisting in the management of various Project community settings initiative activities including completing monthly reports. These positions will serve as technical experts, management consultants, and liaisons to subcontractors working towards accomplishing Project programmatic goals. These positions will coordinate collaborative efforts with funded partners, including convening and facilitating meetings, developing and implementing action plans, ensuring that</p>	<p>over other meetings as assigned by the Project Director;</p> <p>g. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS);</p> <p>h. Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc.;</p> <p>i. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations.; and</p> <p>j. Other duties as assigned by Project Director.</p> <p>a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners;</p> <p>b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of lookits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);</p> <p>c. Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project;</p> <p>d. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee;</p> <p>e. Assess data needs and provide local health data to First 5 LA</p>			

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>project milestones are met, and working with key programs within DCDIP and other units in DPH.</p>	<p>funded partners;</p> <ul style="list-style-type: none"> <li>f. Develop resources and provide technical assistance to enhance collaboration with partners;</li> <li>g. Work with partners to identify technical assistance needs and ensure that needs are met; and</li> <li>h. Conduct other duties as assigned by Initiative Director and Project Director.</li> </ul>		
<p>5. Food Industry Liaison, (1.0 FTE) The Food Industry Liaison will work with staff to manage the healthy eating campaign among restaurants and affiliated associations to reduce exposure to negative food marketing and increase access to healthy foods.</p>	<ul style="list-style-type: none"> <li>a. Develop and manage a voluntary County-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children;</li> <li>b. Develop relationships with restaurants and affiliated associations to encourage participation in the program;</li> <li>c. Provide technical assistance and training to restaurants and affiliated associations;</li> <li>d. Conduct meetings with high-level departmental, public, private and non-profit representatives to develop high-visibility partnerships;</li> <li>e. Prepare reports on program updates and progress towards objectives;</li> <li>f. Supervise the work of the Restaurant Program Coordinator; and</li> <li>g. Other duties as assigned by the Assistant Project Director.</li> </ul>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>6. Restaurant Program Coordinator, (1.0 FTE)</p> <p>The Restaurant Program Coordinator will be responsible for assisting the Food Industry Liaison to manage the healthy eating campaign among restaurants and affiliated associations to increase access to healthy foods for children ages 0 to 5.</p>	<p>a. Maintain updated knowledge and serve as a technical expert on program goals, objectives, and participation guidelines;</p> <p>b. Work with community, city, and business partners to encourage participation in the program;</p> <p>c. Conduct outreach activities among priority communities;</p> <p>d. Provide direct technical assistance to targeted groups including assisting restaurant operators with participation in the program;</p> <p>e. Maintain prospective and applicant data and track outreach activities to ensure timeliness of contact and follow-up with interested restaurant operators;</p> <p>f. Prepare reports on program updates and progress towards objectives;</p> <p>g. Assist staff in convening workshops, coalitions, and partnership meetings;</p> <p>h. Assist in the development and delivery of presentations; and</p> <p>i. Conduct other duties as assigned by Assistant Project Director and Food Industry Liaison.</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>
<p>7. Health Care Liaison, (1.0 FTE)</p> <p>The Health Care Liaison will be responsible for assisting in the development and implementation of healthcare provider childhood obesity case management (HPCOCM) under the community settings</p>	<p>a. Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as clinic policies, goals, and objectives;</p> <p>b. Assist with the coordination, planning, development and monitoring of budgets for the program;</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

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<p>initiative.</p> <p>8 Legal Policy Analyst, (1.0 FTE)</p> <p>The Legal Policy Analyst will be responsible for providing guidance and implementation of efforts to decrease the promotion and</p>	<p>c. Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts;</p> <p>d. Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by DCDIP or its partners;</p> <p>e. Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five;</p> <p>f. Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits;</p> <p>g. Represent DCDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies;</p> <p>h. Assist DCDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed;</p> <p>i. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed; and</p> <p>j. Other duties as assigned by the DCDIP Deputy Director.</p> <p>a. Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages;</p> <p>b. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	

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<p>9 Health Educator, (3.0 FTE)</p> <p>The Health Educator will be responsible for outreach, implementation, and support of the program to reduce obesity among postpartum women. They will recruit and train community partners to promote and implement the program in their communities. Health Educators will work with staff to pilot the program with postpartum women and develop recommendations for improvement. They will develop resources for program participants, monitor and develop social media content, and coordinate activities with the other components of ECOPI/CHLA Moms.</p>	<p>marketing of unhealthy foods and beverages to children ages 0 to 5.</p> <p>c. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options;</p> <p>d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items; and.</p> <p>e. Other duties as assigned by Assistant Project Director.</p> <p>a. Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the CHLA MOMs program;</p> <p>b. Implement the CHLA Moms program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues;</p> <p>c. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the CHLA Moms program and distributing educational and recruitment materials to CPSP staff for their clientele;</p> <p>d. Provide phone and email support to CHLA Moms participants to provide encouragement, technical support,</p>	<p>officials, and community organizations;</p> <p>Upon hire through June 30, 2016</p> <p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>		

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<p>10 Office Manager, (1.0 FTE) The Office Manager will be responsible for providing secretarial support to the</p>	<p>solicit feedback for program improvement, and answer questions;</p> <p>e. Support a six month pilot of the CHLA Moms curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff;</p> <p>f. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis;</p> <p>g. Conduct professional literature reviews and prepare summaries;</p> <p>h. Update resource links on CHLA MOMs web portal;</p> <p>i. Monitor and develop content for Facebook and Twitter accounts;</p> <p>j. Develop text messages that reinforce program messaging; and</p> <p>k. Other duties as assigned by MCAH Choose Health LA Moms Project Manager.</p> <p>a. Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests;</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	

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<p>Initiative Director and supporting the administrative needs of the Project's community settings initiative, as well as other project components, as needed. This position is responsible for the day-to-day administrative operation of the project.</p>	<ul style="list-style-type: none"> <li>b. Assist with data collection and management and entry of surveys;</li> <li>c. Assist with preparation of materials, reports, and/or presentations;</li> <li>d. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings;</li> <li>e. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills;</li> <li>f. Streamline procedures and create effective administrative systems;</li> <li>g. Manage multiple project demands and deadlines; and</li> <li>h. Other duties as assigned by Initiative Director.</li> </ul>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	
<p>11 Finance Supervisor (1.0 FTE) The Finance Supervisor will be responsible for planning, coordinating, and implementing the Project's community settings initiative financial and fiscal requirements to ensure compliance with applicable rules and regulations in accordance with DCDIP and County protocols, and all appropriate regulatory agencies.</p>	<ul style="list-style-type: none"> <li>a. Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight;</li> <li>b. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets;</li> <li>c. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the Division Finance Manager, DCDIP Management, and funder as necessary;</li> </ul>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	

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TERM: January 1, 2015 – June 30, 2016

Temporary Positions	Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>12 Fiscal Analyst, (2.0 FTE)</p> <p>The Fiscal Analysts will provide a full range of administrative and fiscal support and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and procedures, and budget. These positions analyze and make recommendations to troubleshoot a variety of operational and administrative problems related to contractor invoicing and purchasing processes, especially protocols with significant consequences in terms of cost and efficiency.</p>	<p>d. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative;</p> <p>e. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation;</p> <p>f. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations;</p> <p>g. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date; and</p> <p>h. Other duties as assigned by DPH DCDIP Finance Manager.</p>	<p>a. Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative;</p> <p>b. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals;</p> <p>c. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place;</p> <p>d. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and maintain communication with DCDIP and DPH Finance Units;</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<p>e. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date; and</p> <p>f. Other duties as assigned by DPH DCDIP Finance Manager.</p>		
<p>13. Implementation Scientist, (1.0 FTE)</p> <p>The Implementation Scientist will be responsible for planning, designing, conducting, and leading original research and evaluation related to the Project's community setting initiative including prevention effectiveness analysis and modeling, health forecasting, and program evaluation. This position will supervise junior staff member(s) in the DCDIP evaluation unit, as needed, including activities related to team performance and quality assurance/quality improvement.</p>	<p>a. Train and supervise technical (e.g., master- and/or doctoral-level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project;</p> <p>b. Function as a science officer for CDIP programs related to research and evaluation of child obesity prevention programs;</p> <p>c. Supervise evaluation designs and data analyses to test research and/or evaluation hypotheses and the effects of the Project on population health;</p> <p>d. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified random sampling methods, various types of multivariable regression modeling for the purposes of health forecasting and impact assessments;</p> <p>e. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation; and</p> <p>f. Other duties as assigned by DCDIP Deputy Director.</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

Temporary Positions	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>14. Research Analysts, (1.0 FTE)</p> <p>The Research Analyst will be responsible for supporting the program evaluation activities under the Project's community setting initiative including the development of qualitative and quantitative instruments; conducting data collection, analysis, and logic modeling activities; and selecting achievable process and outcome measures.</p>	<p>a. Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project;</p> <p>b. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis;</p> <p>c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;</p> <p>d. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS);</p> <p>e. Help maintain inventory of computer equipment and software licenses;</p> <p>f. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings;</p> <p>g. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis;</p> <p>h. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters;</p> <p>i. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability, and</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK -- GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416 WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>15. Project Assistant, (2.0 PTE)</p> <p>The Project Assistant will be responsible for supporting the program evaluation activities under the Project's community setting initiative including helping the Implementation Scientist and Research Analyst in developing qualitative and quantitative instruments and completing data collection.</p>	<p>j. Other duties as assigned by the Implementation Scientist.</p> <p>a. Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project;</p> <p>b. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management;</p> <p>c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;</p> <p>d. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings; and</p> <p>e. Other duties as assigned by the Implementation Scientist.</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>
<p>16. Communications Coordinator, (1.0 FTE)</p> <p>The Communications Coordinator will be responsible for overseeing the Project's media/communications scope of work that includes the day-to-day management of a media firm's scope of work and the</p>	<p>a. Develop a strategic communications plan for grant deliverables, including a project management timeline;</p> <p>b. Manage the day-to-day work product timelines and deliverables with the media firm;</p> <p>c. Collaborate with First 5 LA, Los Angeles County, a media</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

Temporary Positions	Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<p>monitoring of the grant communications deliverables for the Project.</p>	<p>firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media;</p> <p>d. Work closely with Division and Project management to respond to requests for information from the media regarding the Project;</p> <p>e. Review and approve grant materials pertaining to branding;</p> <p>f. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets;</p> <p>g. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences;</p> <p>h. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners;</p> <p>i. Evaluate the overall effectiveness of the grant's media program efforts; and</p> <p>j. Other duties as assigned by the DPH DCDIP Chief of Communications.</p>		
17	<p>Communications Assistant, (1.0 FTE)  The Communications Assistant will be responsible for supporting the grant communications objectives and supporting the Division Chief of Communications in</p>	<p>a. Support the development and implementation of a Countywide culturally-appropriate public education media campaign;</p> <p>b. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target</p>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: DCDIP007

TERM: January 1, 2015 – June 30, 2016

Temporary Positions	Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>the day-to-day oversight of grant print and graphics projects. Additionally, the Communications Assistant will manage social media and website updates in a timely manner to increase awareness of DPH's obesity prevention efforts.</p>	<p>population;</p> <ul style="list-style-type: none"> <li>c. Develop a social media calendar and website content to disseminate key project messages;</li> <li>d. Assemble and coordinate production of publications/marketing materials for internal and external audiences;</li> <li>e. Assist in the development of monthly e-newsletters content;</li> <li>f. Provide technical assistance on media and communications efforts to Project staff;</li> <li>g. Assist in preparing reports for First 5 LA, DPH, and other partners;</li> <li>h. Prepare and communicate updates and project findings to key stakeholders;</li> <li>i. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant; and</li> <li>j. Other duties as assigned by the DPH DCDIP Chief of Communications.</li> </ul>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	
<p>18. Graphic Artist, (1.0 FTE) The Graphic Artist will be responsible for the creation of the community settings initiative printed and online visual design including advertising, marketing, and communications. The Graphic Artist will have knowledge of video editing tools and</p>	<ul style="list-style-type: none"> <li>a. Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH;</li> <li>b. Manage print projects from creative phase to development including coordination with print vendors through production;</li> <li>c. Create visual content for website and social media outreach;</li> </ul>	<p>Upon hire through June 30, 2016</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>	

**ATTACHMENT B**

**COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES**

**CONTRACTOR NAME:** Public Health Foundation Enterprises, Inc.

**MASTER AGREEMENT NUMBER:** PH-001416

**WORK ORDER NUMBER:** W18

**WORK ORDER SOLICITATION NUMBER:** DCDIP007

**TERM:** January 1, 2015 – June 30, 2016

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
will be well-versed in creating graphic design elements for grant-funded programs.	<ul style="list-style-type: none"> <li>d. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project; and</li> <li>e. Other duties as assigned by the DPH DCDIP Chief of Communications.</li> </ul>		

LINE ITEM BUDGET  
SUMMARY

ATTACHMENT C-1

Contractor Name: **Public Health Foundation Enterprises.**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **January 1, 2015 - June 30, 2015**  
 County Requesting Department: **DCDIP**  
 County Project Director: **Judith Robb**  
 County Work Order Director: **Genaro Sandoval**

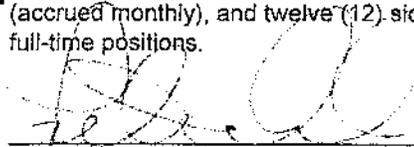
BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Salaries	\$ 834,006
Employee Benefits	\$ 205,277
Travel - (mileage, parking, and out-of-town)	\$ 15,350
Supplies	\$ -
Consultant/Contractual	\$ -
Other	\$ -
Indirect Costs*	\$ 105,463
<b>TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK</b>	<b>\$ 1,160,096</b>

\* Indirect Cost must not exceed 10% of total direct costs

**CERTIFICATION**

I certify that the following required costs (check boxes, as applicable) are included in this budget:

- 100% Basic Health and Dental Benefits
- Eleven (11) County-observed Holidays, at least ten (10) vacation days (accrued monthly), and twelve (12) sick days (accrued monthly) per year for full-time positions.

  
 \_\_\_\_\_  
 \*\*Contractor's Authorized Official Signature

10/23/14  
 \_\_\_\_\_  
 Date

**NOTE: No E-signatures will be accepted**

\*\* Pursuant to Master Agreement, Paragraph 7.2 Contractor's Authorized Official(s). The authorized official must be the same person identified in Master Agreement, Exhibit B.

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C-1

Contractor Name:  
Project Title:  
Period of Performance:

Public Health Foundation Enterprises  
Early Childhood Obesity Prevention Initiative  
January 1, 2015 - June 30, 2015

**PERSONNEL SERVICES FORM (FULL TIME)**

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Monthly Salary	FTE	# of Months	Proposed Cost
Initiative Director	\$ 8,429	1.000	6	\$ 50,574
<b>Position description:</b> Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices. Direct the maintenance of a Steering Committee of key leaders to advise the initiative. Supervise communications with the media and other organizations. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care. Function as the primary contact to First 5 LA program officers and related staff. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes and other duties as assigned by the Chief of Programs and Policy.				
Project Director	\$ 7,800	1.000	6	\$ 46,800
<b>Position description:</b> Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts. Plan and convene key workshops, coalitions, and partnerships. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project. Supervise communications with the media and other organizations. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes and other duties as assigned by Initiative Director.				
Assistant Project Director	\$ 6,707	1.000	6	\$ 40,242
<b>Position description:</b>				

BUDGET JUSTIFICATION FOR SALARIES

Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS). Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations and other duties as assigned by Project Director.

Program Analyst	\$	6,523	1.000	6	\$	39,138

**Position description:**  
 Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1.000	6	\$	39,138

**Position description:**  
 Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1.000	6	\$	39,138

**Position description:**  
 Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1.000	6	\$	39,138

BUDGET JUSTIFICATION FOR SALARIES

<b>Position description:</b>				
Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.				
Food Industry Liaison	\$ 6,523	1,000	6	\$ 39,138
<b>Position description:</b>				
Develop and manage a voluntary County-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children. Develop relationships with restaurants and affiliated associations to encourage participation in the program. Provide technical assistance and training to restaurants and affiliated associations. Conduct meetings with high-level departmental, public, private and non-profit representatives to develop high-visibility partnerships. Prepare reports on program updates and progress towards objectives. Supervise the work of the Restaurant Program Coordinator; and g. Other duties as assigned by the Assistant Project Director.				
Restaurant Program Coordinator	\$ 4,313	1,000	6	\$ 25,878
<b>Position description:</b>				
Maintain updated knowledge and serve as a technical expert on program goals, objectives, and participation guidelines. Work with community, city, and business partners to encourage participation in the program. Conduct outreach activities among priority communities. Provide direct technical assistance to targeted groups including assisting restaurant operators with participation in the program. Maintain prospective and applicant data and track outreach activities to ensure timeliness of contact and follow-up with interested restaurant operators. Prepare reports on program updates and progress towards objectives. Assist staff in convening workshops, coalitions, and partnership meetings. Assist in the development and delivery of presentations and conduct other duties as assigned by Assistant Project Director and Food Industry Liaison.				
Health Care Liaison	\$ 6,523	1,000	6	\$ 39,138
<b>Position description:</b>				
Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as clinic policies, goals, and objectives. Assist with the coordination, planning, development and monitoring of budgets for the program. Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts. Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by DCDIP or its partners. Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five. Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits. Represent DCDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies. Assist DCDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed and other duties as assigned by the DCDIP Deputy Director.				
Legal Policy Analyst	\$ 6,523	1,000	6	\$ 39,138
<b>Position description:</b>				

BUDGET JUSTIFICATION FOR SALARIES

Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items and other duties as assigned by Assistant Project Director.

Health Educator	\$	4,656	1.000	6	\$	27,936

**Position description:**

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	6	\$	27,936

**Position description:**

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	6	\$	27,936

**Position description:**

BUDGET JUSTIFICATION FOR SALARIES

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Office Manager	\$	4,292	1.000	6	\$	25,752

**Position description:**

Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests. Assist with data collection and management and entry of surveys. Assist with preparation of materials, reports, and/or presentations. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills. Streamline procedures and create effective administrative systems. Manage multiple project demands and deadlines and other duties as assigned by Initiative Director.

Finance Supervisor	\$	5,833	1.000	6	\$	34,998

**Position description:**

Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the Division Finance Manager, DCDIP Management, and funder as necessary. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

Fiscal Analyst	\$	4,532	1.000	6	\$	27,192

**Position description:**

Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepare monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

Fiscal Analyst	\$	4,532	1.000	6	\$	27,192
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BUDGET JUSTIFICATION FOR SALARIES

<b>Position description:</b>				
Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.				
Implementation Scientist	\$ 8,000	1.000	6	\$ 48,000
<b>Position description:</b>				
Train and supervise technical (e.g., master- and/or doctoral-level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project. Function as a science officer for CDIP programs related to research and evaluation of child obesity prevention programs. Supervise evaluation designs and data analyses to test research and/or evaluation hypotheses and the effects of the Project on population health. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified random sampling methods, various types of multivariable regression modeling for the purposes of health forecasting and impact assessments. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation and other duties as assigned by DCDIP Deputy Director.				
Research Analyst	\$ 5,000	1.000	6	\$ 30,000
<b>Position description:</b>				
Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS). Help maintain inventory of computer equipment and software licenses. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability and other duties as assigned by the Implementation Scientist.				
Communications Coordinator	\$ 5,915	1.000	6	\$ 35,490
<b>Position description:</b>				
Develop a strategic communications plan for grant deliverables, including a project management timeline. Manage the day-to-day work product timelines and deliverables with the media firm. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media. Work closely with Division and Project management to respond to requests for information from the media regarding the Project. Review and approve grant materials pertaining to branding. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners. Evaluate the overall effectiveness of the grant's media program efforts and other duties as assigned by the DPH DCDIP Chief of Communications.				

BUDGET JUSTIFICATION FOR SALARIES

Communications Assistant	\$ 4,761	1.000	6	\$ 28,566

**Position description:**  
 Support the development and implementation of a Countywide culturally- appropriate public education media campaign. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population. Develop a social media calendar and website content to disseminate key project messages. Assemble and coordinate production of publications/marketing materials for internal and external audiences. Assist in the development of monthly e-newsletters content. Provide technical assistance on media and communications efforts to Project staff. Assist in preparing reports for First 5 LA, DPH, and other partners. Prepare and communicate updates and project findings to key stakeholders. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant and other duties as assigned by the DPH DCDIP Chief of Communications.

Graphic Artist	\$ 4,928	1.000	6	\$ 29,568

**Position description:**  
 Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH. Manage print projects from creative phase to development including coordination with print vendors through production. Create visual content for website and social media outreach. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project and other duties as assigned by the DPH DCDIP Chief of Communications.

Salary Subtotal

25.00%  
(enter percentage)

\$ 808,026
\$ 202,006
\$ 1,010,032

Employee Benefits (enter percentage)

Total Personnel Costs - Full Time

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ATTACHMENT C-I

Contractor Name: **Public Health Foundation Enterpri**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **January 1, 2015 - June 30, 2015**

PERSONNEL SERVICES	
BUDGET CATEGORY - EMPLOYEE BENEFITS - FULL TIME	
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Health and Dental Insurance	8.49%
Unemployment Insurance	0.68%
Disability Insurance	0.11%
Life Insurance	0.01%
Workers Compensation	3.00%
Pension/Retirement	5.00%
Other (itemize Employee Training Tax	0.02%
Employee Assistant Program	0.04%
TOTAL*	<u>25.00%</u>

*If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.*

**\*Must be within the range of 23% - 25% of salary costs.**

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C-1

Contractor Name: 0  
 Project Title: Early Childhood Obesity Prevention Initiative  
 Period of Performance: January 1, 2015 - June 30, 2015  
**PERSONNEL SERVICES FORM (HOURLY)**

Title/Name <small>(If position is vacant, indicate TBH and approx. date of hire)</small>	Hourly Rate	# of Hours	Proposed Cost
Project Assistant	\$ 24.98	520	\$ 12,990
<b>Position description:</b> Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings and other duties as assigned by the Implementation Scientist.			
Project Assistant	\$ 24.98	520	\$ 12,990
<b>Position description:</b> Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings and other duties as assigned by the Implementation Scientist.			
<b>Position description:</b>			

Salary Subtotal		\$ 25,980
Employee Benefits (enter percentage)	12.59% <small>(enter percentage)</small>	\$ 3,271
Total Personnel Costs - Hourly		\$ 29,251

LINE ITEM BUDGET

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ATTACHMENT C-I

Contractor Name: Public Health Foundation Enterpri  
 Project Title: Early Childhood Obesity Prevention Initiative  
 Period of Performance: January 1, 2015 - June 30, 2015

PERSONNEL SERVICES	
BUDGET CATEGORY - EMPLOYEE BENEFITS - PART TIME	
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Unemployment Insurance	1.83%
Workers Compensation	3.00%
Employment Training Tax	0.06%
Employee Assistant Program	0.05%
TOTAL*	<u>12.59%</u>

*If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.*

**\*Must not exceed 12% of salary costs.**

BUDGET JUSTIFICATION FOR TRAVEL

ATTACHMENT C-I

Contractor Name: **Public Health Foundation Enterprises.**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **January 1, 2015 - June 30, 2015**

BUDGET CATEGORY- TRAVEL	(A) Proposed Cost
<p>Item: Mileage and Parking                      Methodology Used:</p> <p>Mileage: Reimbursement cannot exceed County's reimbursement rate of \$0.525 per mile.                      Term C-I: January 1, 2015-June30, 2015 in an amount not to exceed \$6,000.</p> <p>Parking: Parking allowance should not exceed the following amounts.                      Term C-I: January 1, 2015-June30, 2015 in an amount not to exceed \$1,167.</p>	
	\$ 7,167
<p>Item: Out of Town Travel                      Methodology Used:</p> <p>The out-of-town funds are required for program staff to attend mandatory meetings, conferences, and trainings to support all program objectives for variance staff. The allowance should not exceed the following amounts for the identified term.                      Term C-I: January 1, 2015-June30, 2015 in an amount not to exceed \$8,183.</p>	
	\$ 8,183
Total Travel Requested	\$ 15,350

LINE ITEM BUDGET  
SUMMARY

ATTACHMENT C-II

Contractor Name: **Public Health Foundation Enterprises.**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **July 1, 2015 - June 30, 2016**  
 County Requesting Department: **DCDIP**  
 County Project Director: **Judith Robb**  
 County Work Order Director: **Genaro Sandoval**

BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Salaries	\$ 1,668,010
Employee Benefits	\$ 382,431
Travel - (mileage, parking, and out-of-town)	\$ 30,700
Supplies	\$ -
Consultant/Contractual	\$ -
Other	\$ -
Indirect Costs*	\$ 208,114
<b>TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK</b>	<b>\$ 2,289,255</b>

\* Indirect Cost must not exceed 10% of total direct costs

**CERTIFICATION**

I certify that the following required costs (check boxes, as applicable) are included in this budget:

- 100% Basic Health and Dental Benefits
- Eleven (11) County-observed Holidays, at least ten (10) vacation days (accrued monthly), and twelve (12) sick days (accrued monthly) per year for full-time positions.

  
 \*\*Contractor's Authorized Official Signature

10/27/14  
 Date

**NOTE: No E-signatures will be accepted**

\*\* Pursuant to Master Agreement, Paragraph 7.2 Contractor's Authorized Official(s). The authorized official must be the same person identified in Master Agreement, Exhibit B

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C-II

Contractor Name:  
Project Title:  
Period of Performance:

Public Health Foundation Enterprises  
Early Childhood Obesity Prevention Initiative  
July 1, 2015 - June 30, 2016

**PERSONNEL SERVICES FORM (FULL TIME)**

Title/Name <small>(if position is vacant, indicate TBH and approx. date of hire)</small>	Monthly Salary	FTE	# of Months	Proposed Cost
Initiative Director	\$ 8,429	1.000	12	\$ 101,148
<b>Position description:</b> Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices. Direct the maintenance of a Steering Committee of key leaders to advise the Initiative. Supervise communications with the media and other organizations. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care. Function as the primary contact to First 5 LA program officers and related staff. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes and other duties as assigned by the Chief of Programs and Policy.				
Project Director	\$ 7,800	1.000	12	\$ 93,600
<b>Position description:</b> Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices. Work with key programs within the division of DCDiP and other units in DPH to leverage and build upon existing efforts. Plan and convene key workshops, coalitions, and partnerships. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project. Supervise communications with the media and other organizations. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes and other duties as assigned by Initiative Director.				
Assistant Project Director	\$ 6,707	1.000	12	\$ 80,484
<b>Position description:</b>				

BUDGET JUSTIFICATION FOR SALARIES

Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS). Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations and other duties as assigned by Project Director.

Program Analyst	\$	6,523	1,000	12	\$	78,276
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**Position description:**

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1,000	12	\$	78,276
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**Position description:**

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1,000	12	\$	78,276
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**Position description:**

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1,000	12	\$	78,276
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BUDGET JUSTIFICATION FOR SALARIES

<p><b>Position description:</b>                  Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.</p>				
Food Industry Liaison	\$ 6,523	1.000	12	\$ 78,276
<p><b>Position description:</b>                  Develop and manage a voluntary County-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children. Develop relationships with restaurants and affiliated associations to encourage participation in the program. Provide technical assistance and training to restaurants and affiliated associations. Conduct meetings with high-level departmental, public, private and non-profit representatives to develop high-visibility partnerships. Prepare reports on program updates and progress towards objectives. Supervise the work of the Restaurant Program Coordinator; and g. Other duties as assigned by the Assistant Project Director.</p>				
Restaurant Program Coordinator	\$ 4,313	1.000	12	\$ 51,756
<p><b>Position description:</b>                  Maintain updated knowledge and serve as a technical expert on program goals, objectives, and participation guidelines. Work with community, city, and business partners to encourage participation in the program. Conduct outreach activities among priority communities. Provide direct technical assistance to targeted groups including assisting restaurant operators with participation in the program. Maintain prospective and applicant data and track outreach activities to ensure timeliness of contact and follow-up with interested restaurant operators. Prepare reports on program updates and progress towards objectives. Assist staff in convening workshops, coalitions, and partnership meetings. Assist in the development and delivery of presentations and conduct other duties as assigned by Assistant Project Director and Food Industry Liaison.</p>				
Health Care Liaison	\$ 6,523	1.000	12	\$ 78,276
<p><b>Position description:</b>                  Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as clinic policies, goals, and objectives. Assist with the coordination, planning, development and monitoring of budgets for the program. Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts. Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by DCDIP or its partners. Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five. Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits. Represent DCDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies. Assist DCDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed and other duties as assigned by the DCDIP Deputy Director.</p>				
Legal Policy Analyst	\$ 6,523	1.000	12	\$ 78,276
<p><b>Position description:</b></p>				

BUDGET JUSTIFICATION FOR SALARIES

Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items and other duties as assigned by Assistant Project Director.

Health Educator	\$	4,656	1.000	12	\$	55,872

**Position description:**

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	12	\$	55,872

**Position description:**

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	12	\$	55,872

**Position description:**

BUDGET JUSTIFICATION FOR SALARIES

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Office Manager	\$	4,292	1.000	12	\$	51,504

**Position description:**  
 Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests. Assist with data collection and management and entry of surveys. Assist with preparation of materials, reports, and/or presentations. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills. Streamline procedures and create effective administrative systems. Manage multiple project demands and deadlines and other duties as assigned by initiative Director.

Finance Supervisor	\$	5,833	1.000	12	\$	69,996

**Position description:**  
 Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the Division Finance Manager, DCDiP Management, and funder as necessary. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

Fiscal Analyst	\$	4,532	1.000	12	\$	54,384

**Position description:**  
 Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

Fiscal Analyst	\$	4,532	1.000	12	\$	54,384
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BUDGET JUSTIFICATION FOR SALARIES

<b>Position description:</b>				
Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.				
Implementation Scientist	\$ 8,000	1,000	12	\$ 96,000
<b>Position description:</b>				
Train and supervise technical (e.g., master- and/or doctoral-level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project. Function as a science officer for CDIP programs related to research and evaluation of child obesity prevention programs. Supervise evaluation designs and data analyses to test research and/or evaluation hypotheses and the effects of the Project on population health. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified random sampling methods, various types of multivariable regression modeling for the purposes of health forecasting and impact assessments. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation and other duties as assigned by DCDIP Deputy Director.				
Research Analyst	\$ 5,000	1,000	12	\$ 60,000
<b>Position description:</b>				
Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS). Help maintain inventory of computer equipment and software licenses. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability and other duties as assigned by the Implementation Scientist.				
Communications Coordinator	\$ 5,915	1,000	12	\$ 70,980
<b>Position description:</b>				
Develop a strategic communications plan for grant deliverables, including a project management timeline. Manage the day-to-day work product timelines and deliverables with the media firm. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media. Work closely with Division and Project management to respond to requests for information from the media regarding the Project. Review and approve grant materials pertaining to branding. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners. Evaluate the overall effectiveness of the grant's media program efforts and other duties as assigned by the DPH DCDIP Chief of Communications.				

BUDGET JUSTIFICATION FOR SALARIES

Communications Assistant	\$ 4,761	1.000	12	\$ 57,132

**Position description:**  
 Support the development and implementation of a Countywide culturally- appropriate public education media campaign. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population. Develop a social media calendar and website content to disseminate key project messages. Assemble and coordinate production of publications/marketing materials for internal and external audiences. Assist in the development of monthly e-newsletters content. Provide technical assistance on media and communications efforts to Project staff. Assist in preparing reports for First 5 LA, DPH, and other partners. Prepare and communicate updates and project findings to key stakeholders. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant and other duties as assigned by the DPH DCDIP Chief of Communications.

Graphic Artist	\$ 4,928	1.000	12	\$ 59,136

**Position description:**  
 Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH. Manage print projects from creative phase to development including coordination with print vendors through production. Create visual content for website and social media outreach. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project and other duties as assigned by the DPH DCDIP Chief of Communications.

Salary Subtotal		\$ 1,616,052
Employee Benefits (enter percentage)	23.29% (enter percentage)	\$ 376,378.00
Total Personnel Costs - Full Time		\$ 1,992,430

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ATTACHMENT C-II

Contractor Name: **Public Health Foundation Enterpri**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **July 1, 2015 - June 30, 2016**

PERSONNEL SERVICES	
BUDGET CATEGORY - EMPLOYEE BENEFITS - FULL TIME	
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Health and Dental Insurance	7.14%
Unemployment Insurance	0.34%
Disability Insurance	0.10%
Life Insurance	0.01%
Workers Compensation	3.00%
Pension/Retirement	5.00%
Other (itemize Employee Training Tax	0.01%
Employee Assistant Program	0.04%
<b>TOTAL*</b>	<b>23.29%</b>

*If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.*

**\*Must be within the range of 23% - 25% of salary costs.**

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C-II

Contractor Name: 0  
 Project Title: Early Childhood Obesity Prevention Initiative  
 Period of Performance: January 1, 2015 - June 30, 2015

**PERSONNEL SERVICES FORM (HOURLY)**

Title/Name <small>(If position is vacant, indicate TBH and approx. date of hire)</small>	Hourly Rate	# of Hours	Proposed Cost
Project Assistant	\$ 24.980	1040	\$ 25,979
<b>Position description:</b> Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings and other duties as assigned by the Implementation Scientist.			
Project Assistant	\$ 24.980	1040	\$ 25,979
<b>Position description:</b> Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings and other duties as assigned by the Implementation Scientist.			
<b>Position description:</b>			

Salary Subtotal

11.65%  
(enter percentage)

\$	51,958
\$	6,053
\$	58,011

Employee Benefits (enter percentage)

Total Personnel Costs - Hourly

LINE ITEM BUDGET

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ATTACHMENT C-II

Contractor Name:

Public Health Foundation Enterpri

Project Title:

Early Childhood Obesity Prevention Initiative

Period of Performance:

July 1, 2015 - June 30, 2016

PERSONNEL SERVICES

BUDGET CATEGORY - EMPLOYEE BENEFITS - PART TIME

COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Unemployment Insurance	0.92%
Workers Compensation	3.00%
Employment Training Tax	0.03%
Employee Assistant Program	0.05%
TOTAL*	<u>11.65%</u>

*If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.*

**\*Must not exceed 12% of salary costs.**

BUDGET JUSTIFICATION FOR TRAVEL

ATTACHMENT C-II

Contractor Name: **Public Health Foundation Enterprises.**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **July 1, 2015 - June 30, 2016**

BUDGET CATEGORY- TRAVEL	(A) Proposed Cost
<p>Item: Mileage and Parking                      Methodology Used:</p> <p>Mileage: Reimbursement cannot exceed County's reimbursement rate of \$0.525 per mile.                      Term C-II: July 1, 2015-June 30, 2016 in an amount not to exceed \$12,000.</p> <p>Parking: Parking allowance should not exceed the following amounts.                      Term C-II: July 1, 2015-June 30, 2016 in an amount not to exceed \$2,333.</p>	<p style="text-align: right;">\$ 14,333</p>
<p>Item: Out of Town Travel                      Methodology Used:</p> <p>The out-of-town funds are required for program staff to attend mandatory meetings, conferences, and trainings to support all program objectives for variance staff. The allowance should not exceed the following amounts for the identified term.</p> <p>Term C-II: July 1, 2015-June 30, 2016 in an amount not to exceed \$16,367.</p>	<p style="text-align: right;">\$ 16,367</p>
<p>Total Travel Requested</p>	<p style="text-align: right;">\$ 30,700</p>

TEMPORARY PERSONNEL SERVICES  
MASTER AGREEMENT WORK ORDER

CERTIFICATION OF NO CONFLICT OF INTEREST

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

CONTRACTOR NAME Public Health Foundation Enterprises, Inc.

Work Order No. W18

County Master Agreement No. PH-001416

Los Angeles County Code Section 2.180.010.A provides as follows:

**"Certain contracts prohibited.**

- A. Notwithstanding any other section of this code, the county shall not contract with, and shall reject any bid or proposal submitted by, the persons or entities specified below, unless the board of supervisors finds that special circumstances exist which justify the approval of such contract:
  - 1. Employees of the county or of public agencies for which the board of supervisors is the governing body;
  - 2. Profit-making firms or businesses in which employees described in subdivision 1 of subsection A serve as officers, principals, partners, or major shareholders;
  - 3. Persons who, within the immediately preceding 12 months, came within the provisions of subdivision 1 of subsection A, and who:
    - a. Were employed in positions of substantial responsibility in the area of service to be performed by the contract; or
    - b. Participated in any way in developing the contract or its service specifications; and
  - 4. Profit-making firms or businesses in which the former employees, described in subdivision 3 of subsection A, serve as officers, principals, partners, or major shareholders."

Contractor hereby declares and certifies that no Contractor Personnel, nor any other person acting on Contractor's behalf, who prepared and/or participated in the preparation of the bid or proposal submitted for the Work Order specified above, is within the purview of County Code Section 2.180.010.A, above.

I declare under penalty of perjury that the foregoing is true and correct.

\_\_\_\_\_  
Signature of Authorized Official

\_\_\_\_\_  
Printed Name of Authorized Official

\_\_\_\_\_  
Title of Authorized Official

\_\_\_\_\_  
Date

**TEMPORARY PERSONNEL SERVICES  
MASTER AGREEMENT WORK ORDER**

**CERTIFICATION OF EMPLOYEE STATUS**

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

**CONTRACTOR NAME Public Health Foundation Enterprises, Inc.**

**Work Order No. W18**

**County Master Agreement No. PH-001416**

I CERTIFY THAT: (1) I am an Authorized Official of Contractor; (2) the individual(s) named below is(are) this organization's employee(s); (3) applicable state and federal income tax, FICA, unemployment insurance premiums, and workers' compensation insurance premiums, in the correct amounts required by state and federal law, will be withheld as appropriate, and paid by Contractor for the individual(s) named below for the entire time period covered by the attached Work Order.

EMPLOYEES

- 1. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

I declare under penalty of perjury that the foregoing is true and correct.

\_\_\_\_\_  
Signature of Authorized Official

\_\_\_\_\_  
Printed Name of Authorized Official

\_\_\_\_\_  
Title of Authorized Official

\_\_\_\_\_  
Date